

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04
NSAE-00 PA-02 SIL-01 PRS-01 /035 W
-----201307Z 101715 /50

R 171542Z MAY 77 ZDK
FM AMCONSUL HAMBURG
TO USDOC WASHDC
SECSTATE WASHDC 4224
INFO AMEMBASSY BONN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART
USMISSION BERLIN
USIA WASHDC

UNCLAS SECTION 1 OF 2 HAMBURG 603

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: U.S. BUSINESS INFORMATION OFFICE AT HANNOVER FAIR,
APRIL 20 - 28, 1977

C O R R E C T E D C O P Y - CHANGE IN PARA 4

1. S U M M A R Y: FOR THE THIRD STRAIGHT YEAR, POST RAN A BUSINESS
INFORMATION OFFICE (BIO) AT THE HANNOVER FAIR. THIS YEAR FIVE
STATES WITH OFFICES IN EUROPE PARTICIPATED UNDER OUR AEGIS.
DURING THE SECOND DAY OF THE FAIR, AMBASSADOR WALTER J. STOESEL
VISITED OUR BOOTH AND PAID CALLS ON AMERICAN EXHIBITORS AT THE
FAIR. THE RESULTS WERE SOMEWHAT LESS IMPRESSIVE THAN BEFORE, DUE,
WE BELIEVE, TO THE FAILURE OF THE FAIR AUTHORITY TO PROPERLY
IDENTIFY AND PUBLICIZE THE INTERNATIONALER TREFFPUNKT WHERE
THE BIO IS LOCATED. WE BELIEVE THAT A U.S. PRESENCE THROUGH A
BIO AT THE 1978 HANNOVER FAIR IS JUSTIFIABLE ONLY IF THE FAIR
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AUTHORITY AGREES TO RECTIFY THIS SITUATION. E N D S U M M A R Y.
2. ALL PLANNING, BUDGETING, MANAGEMENT AND CONTACTS IN
CONNECTION WITH THE BIO AT THE 1977 HANNOVER FAIR WERE CONDUCTED
BY AMCONGEN HAMBURG, WITH GENERAL GUIDANCE FROM AMEMBASSY BONN.
THE BIO WAS FUNDED BY A DOLLARS 10,000 APPROPRIATION FROM THE
DEPARTMENT OF COMMERCE AND DOLLARS 900 FROM EACH OF THE FIVE STATE
OFFICES WHICH PARTICIPATED UNDER OUR UMBRELLA (ILLINOIS,

MASSACHUSETTS PORT AUTHORITY, OHIO, PORT AUTHORITY OF NEW YORK AND NEW JERSEY, AND WISCONSIN). AS IN PREVIOUS YEARS, EFFECTIVE AND INVALUABLE ASSISTANCE WAS LENT BY THE AMERIKA-HAUS IN HANNOVER.

3. A TOTAL OF 3,356 PERSONS VISITED OUR BIO, OF WHOM 2,905 WERE INTERESTED IN GENERAL TOURISM, 147 WERE SEEKING SPECIFIC TOURIST INFORMATION AND 304 CAME TO DISCUSS BUSINESS. AS A RESULT OF BUSINESS CONVERSATIONS, THE CONSULATE GENERAL PRODUCED 28 TRADE OPPORTUNITIES (OF WHICH SEVEN WERE FOR NON-GERMAN FIRMS) WITH A TOTAL OF 38 SIC NUMBERS. WE ALSO DEVELOPED SEVEN LICENSING PROPOSALS AND THREE JOINT VENTURE PROPOSALS. WE ASSISTED A NUMBER OF AMERICAN BUSINESSMEN WHO WERE EITHER EXHIBITING AT OR VISITING THE FAIR. PENNSYLVANIA GOVERNOR MILTON SCHAPP WAS THE GUEST OF THE LOWER SAXONY GOVERNMENT DURING THE FAIR AND THE CONSULATE PROVIDED DIVERSE ASSISTANCE TO THE GOVERNOR AND HIS PARTY DURING THEIR STAY IN HANNOVER.

4. THE FIVE STATE OFFICES PARTICIPATING UNDER US MADE A TOTAL OF 122 SIGNIFICANT CONTACTS, OF WHICH 23 CONCERNED REVERSE INVESTMENT, AND 37 CONCERNED TRADE, JOINT VENTURE OR LICENSING. AT LEAST ONE STATE KEPT INCOMPLETE RECORDS, SO THESE FIGURES UNDERSTATE THE AMOUNT OF BUSINESS ACTUALLY TRANSACTED.

5. AMBASSADOR WALTER J. STOESSEL, ACCOMPANIED BY CONSUL GENERAL KISELYAK, VISITED THE BIO ON APRIL 21, THE SECOND DAY OF THE FAIR. IN HIS FIRST VISIT TO THE HANNOVER FAIR GROUNDS, AMBASSADOR STOESSEL WAS MET BY CHAIRMAN OF THE BOARD OF DIRECTORS OF THE FAIR AUTHORITY, GERMAN A. VOMENT. BEFORE AND AFTER A LUNCHEON ATTENDED BY THE REPRESENTATIVES OF THE STATES OFFICES PARTICIPATING

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WITH US, AMBASSADOR STOESSEL PAID CALLS ON THE STANDS OF NINE AMERICAN FIRMS EXHIBITING AT THE FAIR. THE COMMENTS HE RECEIVED FROM THE EXHIBITORS WERE UNIFORMLY FAVORABLE TOWARD THE HANNOVER FAIR.

6. OUR RESULTS AT THE 1977 HANNOVER FAIR DID NOT MEET OUR OR THE STATES EXPECTATIONS AND WERE SLIGHTLY LOWER THAN LAST YEARS, DESPITE THE FACT THAT FAIR ATTENDANCE WAS HIGHER AND THAT WE MOUNTED A MUCH LARGER PUBLICITY EFFORT. WE BELIEVE THE PRIMARY REASON FOR THIS WAS THE FAIR AUTHORITY'S FAILURE TO GIVE APPROPRIATE PUBLICITY TO THE INTERNATIONALER TREFFPUNKT. THE HANNOVER FAIR HAS 681,000 SQUARE METERS OF EXHIBITION SPACE, INCLUDING 24 LARGE EXHIBITION HALLS, MANY PAVILIONS, AND 240,000 SQUARE METERS OF OPEN AIR DISPLAY SPACE. THE INTERNATIONALER TREFFPUNKT IS LOCATED ROUGHLY IN THE MIDDLE OF THE FAIR GROUNDS IN THE SAME BUILDING AS THE FAIR'S CONGRESS CENTER. WITH 5,000 EXHIBITORS AND 550,000 VISITORS, THERE IS AN OBVIOUS NEED FOR CLEAR IDENTIFICATION. THIS YEAR, NO MAP PROVIDED BY THE FAIR AUTHORITY IDENTIFIED THE INTERNATIONALER TREFFPUNKT EXCEPT BY FOOTNOTE. INSTEAD, OUR BUILDING WAS IDENTIFIED

ONLY AS THE CONGRESS CENTER. NOWHERE COULD ONE FIND AN EXPLANATION OF WHAT THE INTERNATIONALER TREFFPUNKT HAD TO OFFER. THUS, WE, ALONG WITH THE OTHER 37 EXHIBITORS IN THE INTERNATIONALER TREFFPUNKT, COULD BE LOCATED ONLY BY THE VERY PERSISTENT AND BY CASUAL PASSERS-BY. WE RECEIVED A NUMBER OF COMPLAINTS, FROM PEOPLE WHO HAD SEEN OUR ADS OR RECEIVED OUR MAILING, THAT FINDING US HAD BEEN VERY DIFFICULT.

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 INR-07 LAB-04
NSAE-00 PA-02 SIL-01 PRS-01 /035 W
-----201310Z 101844 /43

R 171542Z MAY 77 ZDK
FM AMCONSUL HAMBURG
TO USDOC WASHDC
SECSTATE WASHDC 4225
INFO AMEMBASSY BONN
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7. WE DISCUSSED THIS YEAR'S TURN-OUT WITH A NUMBER OF THE OTHER COUNTRIES REPRESENTED IN THE INTERNATIONALER TREFFPUNKT. ALL AGREED THAT BUSINESS HAD BEEN BETTER LAST YEAR WHEN OUR FACILITY WAS BETTER IDENTIFIED. THERE IS A GREAT DEAL OF SOLID BUSINESS THAT WE COULD DO AT THE HANNOVER FAIR. HOWEVER, WE DO NOT RECOMMEND A REPEAT IN THE 1978 HANNOVER FAIR UNLESS THE FAIR AUTHORITY AGREES TO GIVE PROPER PUBLICITY AND IDENTIFICATION TO THE INTERNATIONALER TREFFPUNKT. WE ARE, THEREFORE, SENDING A LETTER TO THE MANAGING DIRECTOR OF THE FAIR AUTHORITY, ADVISING HIM THAT WE WILL NOT RECOMMEND PARTICIPATION UNLESS HE AGREES TO APPROPRIATE STEPS. THIS SAME POSITION WILL BE TAKEN BY AT LEAST SEVERAL OTHER COUNTRIES. (WE MIGHT NOTE THAT WE REQUESTED BETTER PUBLICITY LAST SUMMER, BOTH ORALLY AND IN WRITING, AND AFTER INITIAL ASSURANCES THAT SOMETHING WOULD BE DONE, WE WERE INFORMED THAT IT WOULD NOT BE POSSIBLE).

8. THIS IS THE LARGEST INDUSTRIAL FAIR IN THE WORLD.

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FOR TRADE PROMOTION AND INVESTMENT SEEKING PURPOSES, IT IS A FORUM WITHOUT EQUAL. WE ALSO BELIEVE THAT THE U.S. SHOULD HAVE A PRESENCE FROM THE PRESTIGE STAND-POINT. THE COST IS MINIMAL IN COMPARISON WITH THE POTENTIAL BENEFITS. ALSO, WE HAVE MADE A SUBSTANTIAL INVESTMENT OVER THE PAST TWO YEARS IN FURNITURE AND DECORATIONS. THUS, WE HOPE THAT THE FAIR AUTHORITY WILL AGREE TO OUR CONDITIONS. IF THEY DO, WE WILL RECOMMEND PARTICIPATION IN 1978 AND WILL REQUEST DOLLARS 8,000 IN FUNDS FROM THE DEPARTMENT OF COMMERCE TO MOUNT THE BIO, A REDUCTION OF DOLLARS 2,000 FROM THIS YEAR, ASSUMING THE RENT FOR SPACE REMAINS THE SAME. WE WILL ADVISE WHEN A RESPONSE FROM THE FAIR AUTHORITY IS RECEIVED. KISELYAK

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 17-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977HAMBUR00603
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770196-1093, D770176-0646
Format: TEL
From: HAMBURG
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770550/aaaabqzt.tel
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Litigation History:
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Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2494873
Secure: OPEN
Status: NATIVE
Subject: U.S. BUSINESS INFORMATION OFFICE AT HANNOVER FAIR, APRIL 20 - 28, 1977 C O R R E C T E D C O P Y - CHANGE IN PARA 4
TAGS: BEXP, GE
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/bc973d92-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009